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SeaFrance reaps the rewards of its quality service

SeaFrance, the only French ferry company operating on the Calais/Dover route, carried 629,000 trucks and 640,000 cars on its ferries between Calais and Dover in 2004.

“SeaFrance has been able to strengthen its position thanks to the policy of quality service that it launched at the end of 2003. The policy included an increase in the number of crossings at peak times, the redeployment of Customer Service on a “one-stop shop” basis, a review of our information systems and increased attention to client requirements. In its efforts to improve quality, SeaFrance has enjoyed an outstanding level of support from its crews and land-based personnel, all of whom have become involved in the development of the company as a whole,” explained Eudes Riblier, Chairman of the SeaFrance board.

Traffic (2004)	Volume	Difference (2004 / 2003)	Continent/Dover Market (2004 / 2003)	SeaFrance Market Share 2004
Passengers	3 230 000	1.60%	- 5.40%	13.70%
Cars	640 000	- 2.20%	- 6.00%	13.70%
Coaches	18 200	- 3.20%	- 4.50%	9.60%
Trucks	629 000	29.00%	6.60%	19.30%

In the tourism sector, SeaFrance is holding its own in a declining market with British customers showing less interest in short breaks since the increase in tobacco prices.

In the freight sector, much of the increased traffic has been carried by SeaFrance. In a context of sustained business activity and after an 18-month period during which prices have been eroded, SeaFrance has begun to implement a determined price increase policy.

As regards the introduction of the *SeaFrance Berlioz* in March, Eudes Riblier said, *“With this sister-ship of the SeaFrance Rodin, SeaFrance is continuing to make progress. Our clients were expecting this investment. It shows SeaFrance’s determination to be a major player on the Calais/Dover route.”*